

Tobacco Tid-Bits

Tobacco Free Coalitions of Clark County and Skamania County
Clark County Public Health • Tobacco Prevention and Education Program

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<http://www.clark.wa.gov/health/tobacco/tidbits.html>

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Substance Abuse Patients 4 Times more Likely to Smoke

Approximately 75% of substance abuse treatment clients in Clark County are smokers. This is much higher than the overall Clark County smoking prevalence of 19%. "This tells us that people in treatment for substance abuse issues are almost 4 times more likely to smoke than the general population," according to Shannon Cernek-Hoskins, Epidemiologist, Clark County Public Health. Between 1/1/05 and 12/31/05 three Clark County mental health/substance abuse treatment programs collected information on whether or not their clients smoked. A total of 3,151 patients from Columbia River Mental Health, Lifeline Connections, and Mental Health Northwest were assessed. Of those, 2,287 indicated that they smoked. The smoking prevalence of each program averaged out to about 75%. "We are reaching out to agencies that serve these populations to let them know about cessation resources that are available for their clients. Staff at these agencies have expressed interest in receiving the Tobacco Tid-Bits newsletter and attending Tobacco Free Coalition of Clark County meetings", according to James Lanz, Tobacco Prevention and Education staff. According to Jonnie Hyde, Clark County Public Health Program Manager, "Little research has been done on the reasons for such a high smoking rate in these populations. We can only speculate that higher rates of smoking are related to symptom management, socio-economic stressors, and difficulty in accessing supports that could help them quit. The real tragedy is that this group faces many medical and financial challenges that others don't, not just due to their diagnosis, but due to poverty and lack of healthcare, both of which are exacerbated by tobacco addiction." For more information contact [James Lanz](mailto:james.lanz@clark.wa.gov) 360.397.8416.

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New Youth Campaign Reaching More Venues

To help spread the "No Stank You" message, members of the M*A*S*H youth tobacco prevention group created chalk art on the sidewalks outside three entrances at Stevenson High School early in October. It is all part of the Washington State Department of Health youth tobacco prevention campaign that kicked off September 25. The 10-month campaign targets youth ages 12-17 with the "No Stank You" message delivered in TV and radio ads, online and other creative youth outlets such as street art. The message can also be found in the windows of 11 convenience stores in both Skamania and Clark counties. View the ads at www.seethruthesmoke.com and on the Tobacco Program's youth media page www.doh.wa.gov/tobacco/media/youthcampaign.htm. For more information about the campaign, contact Scott Schoengarth at 360.236.3634 or scott.schoengarth@doh.wa.gov. For more information about M*A*S*H contact [Long Vue](mailto:long.vue@clark.wa.gov) 360.397.8214.



Stevenson High School

No Stank You!



M*A*S*H prevention group

Quit Line Debuts a New National Phone Number

Washington State Department of Health

Tobacco Quit Line

1-800-QUIT-NOW

toll-free

1-800-784-8669

QUITLINE.COM

The Washington State Department of Health has a new Quit Line phone number: **1-800-QUIT-NOW**. This is the national number used by many states, but the caller is always sent to the Quit Line for the area code they are calling from. The old Quit Line number will also work and both numbers take callers to the same place, but the new number is easier to remember. For a copy of the new logo for your company newsletter publications or Web site contact: [James Lanz](mailto:James.Lanz@dcyf.wa.gov): 360.397.8416. In August

it was announced that the adult smoking rate in Washington has dropped by 21% since the state began its comprehensive Tobacco Prevention and Control Program in 2000. "Our rates are falling at a remarkable pace and our statewide cessation programs, including the Tobacco Quit Line and our work with health care providers, are making a real difference in people's lives," said Secretary of Health Mary Selecky. Local residents continue to be a big part of that drop. In the period of January through June of this year, calls to the Quit Line from Clark County totaled 437. There were 15 calls from Skamania County. An 8 week supply of nicotine replacement therapy (NRT) patches and gum is now available through the Quit Line for those who are uninsured, Medicaid-insured or covered through the Indian Health Service. NRT will be shipped in 2, four-week installments. In order to receive the second installment, the participant must call the Quit Line for another phone intervention.

Indoor Air Pollution Decreases by 88% in Bars and Restaurants

Washington's smoke-free law is improving air quality according to recent air quality monitoring tests conducted by the American Lung Association of Washington. The results show an 88% decrease in air pollution in bars and restaurants following the implementation of the expanded Clean Indoor Air Law, which took effect on December 8, 2005. Air quality in these same establishments prior to the law's enactment was as much as two and a half times more polluted than the Environmental Protection Agency's recommended exposure levels for a 24-hour period. Washington's Clean Indoor Air law is the most comprehensive indoor smoking law in the country and prohibits smoking in public places and places of employment, including restaurants, bars, taverns, bowling centers and mini-casinos. Smoking is also prohibited within 25 feet of all entrances and exits, windows that open, and ventilation intakes. "The evidence is clear and confirms the effect smoking has on indoor air quality," said Marina Cofer-

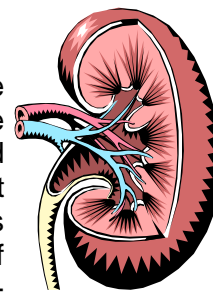
Wildsmith, chief executive officer of the American Lung Association of Washington. The American Lung Association of Washington monitored pollutants in the air of 35 bars and restaurants across Washington using state-of-the-art aerosol monitors to measure fine particles in the air. Samples were taken before and after the implementation of Washington's expanded smoke-free law. The full report of the pre- and post-ban analysis may be found on the American Lung Association's Web site <http://www.alaw.org/aqstudy>.



American Cancer Society Celebrates 30th Great American Smokeout!

Every year, smokers across the nation take part in the American Cancer Society's Great American Smokeout by smoking less or quitting for good. This year the 30th annual Great American Smokeout is happening on November 16. The event challenges people to stop using tobacco and raises awareness of the many effective ways to quit for good. For more information or a personalized planner for quitting visit the [American Cancer Society](http://www.americancancer.org) Web page or call your American Cancer Society at 1-800-ACS-2345 or the Washington state [Tobacco Quit Line](http://www.quitline.com) at 800-QUIT-NOW

Nicotine Receptors on Kidneys May Speed Kidney Damage



Scientists say they have found nicotine receptors on kidney cells that may link nicotine to accelerated kidney damage in cigarette smokers. Their research, presented at the American Heart Association's 60th Annual Fall Conference of the Council for High Blood Pressure Research, also identifies nicotine as the component of cigarette smoke that damages the kidneys. "There are many substances in cigarette smoke and nicotine is one of the more investigated ones," said Edgar A. Jaimes, M.D., associate professor of medicine at the University of Miami School of Medicine in Florida. "Initially, it was believed that the nicotine component of cigarette smoke was only responsible for the addictive effects of smoking. However, now we are finding out that nicotine can have significant biological effects in other tissues." The kidneys regulate the body's excretion and reabsorption of water and electrolytes (sodium, potassium, chloride, calcium, magnesium, sulfate, phosphate and hydrogen). If the kidneys are less able to excrete these substances, extracellular fluid and blood volumes increase. High buildups of wastes in the blood can make a person feel sick. Kidney disease is the most common cause of secondary hypertension (high blood pressure). Cardiovascular disease is the major cause of death for all people with chronic kidney disease. Even subtle disruptions in kidney function play a role in most, if not all, cases of high blood pressure and increased injury to the kidneys. If kidney disease progresses, it may lead to kidney failure, which requires dialysis or a kidney transplant to maintain life. [American Heart Association 10/4/06](#)

R.J. Reynolds Agrees to End U.S. Sales of Flavored Cigarettes

R.J. Reynolds has agreed to a domestic ban on its current line of flavored cigarettes such as "Twista Lime" and "Mocha Taboo" that critics say are marketed to youths. But a deal struck with 40 states exempts the company's new experimental "smoking lounge" and allows the company to offer new lines of flavored cigarettes in the future under revised packaging, the company and state officials said Wednesday. The tobacco giant settled a broad investigation of its domestic sales and marketing without paying any penalty. The company agreed to stop identifying cigarettes with candy, fruit, desserts, or alcoholic beverage names, imagery or ads, according to a statement from New York Attorney General Eliot Spitzer. The company will also stop using scented promotional material, including scratch-and-sniff samples. Last year, a national survey by Buffalo's Roswell Park Cancer Institute found that 20% of smokers aged 17 to 19 said they used flavored cigarettes in the past 30 days while just 6% of smokers over the age of 25 did, said Dr. Gary Giovino, a senior researcher at the Institute. ([Excerpts from Campaign for Tobacco-Free kids press release 10/11/06](#))

Secondhand Smoke Costs \$6 Billion Annually

Nonsmokers' exposure to secondhand smoke resulted in nearly \$6 billion in medical and economic costs in 2004, according to a new study by the [American Academy of Actuaries](#). The medical costs of coronary heart disease and lung cancer caused by secondhand smoke alone cost the U.S. \$2.4 billion. This includes the medical care of nearly half a million people suffering from coronary heart disease, and an estimated 2,500 patients newly diagnosed with lung cancer, an extremely deadly form of cancer, as a result of exposure to secondhand smoke. Economic losses from secondhand smoke, including lost wages and benefits from disability and premature death, accounted for another \$3.2 billion in costs. Other potential secondhand-smoke related costs not considered in the study include those related to low birth weight and sudden infant death syndrome.

Nicotine Alters Brains of Young Smokers



Nicotine breaks down nerve-cell membranes in the brains of young people, research shows, adding to evidence that nicotine addiction can be "hard-wired" at an early age. When young and middle-aged test subjects were exposed to nicotine by researchers at the University of Pittsburgh Medical Center, scientists found that the younger subjects experience brain changes that could make addiction more likely in adulthood. Male test subjects appeared particularly likely to have their brain cells altered by nicotine exposure. The research was presented at the [Neuroscience 2006 conference](#) in Atlanta, held in October.

Cessation Program Training

November 9, Olympia - [Freedom From Smoking](#)

Freedom From Smoking (FFS) is a national, scientifically research-based cessation program developed in 1975 by the American Lung Association. After extensive research and testing, FFS was introduced as a nationwide program in 1981. FFS is a highly structured program that offers a systemic approach to quitting. There is a common sense approach to quitting, from awareness of the addiction to actual behavior change. The activities of the program show smokers how to change their behavior and offer maintenance strategies to remain smoke-free. Different techniques are introduced during the sessions based on pharmacological principles and methods that help individuals gain control over their behavior. This session is intended for tobacco prevention contractors, school counselors, prevention/intervention staff, community agency staff, hospital staff and treatment agency staff. The presenter is Carolyn Westhues, FFS Master Trainer. This session is free and will take place from 9:00 AM - 5:30 PM at Phoenix Inn Suites , 415 Capitol Way N., Olympia. [Register now](#) or for more information contact: Sheryl Taylor at sheryl.taylor@esd112.org or 360.750.7500 x266. **Deadline 11/6.**

Understanding and Facilitating Groups Training

December 12, Vancouver - [The Art of Facilitation](#)

Training is designed to increase understanding of group development, group dynamics and group process and to increase facilitation skills and strategies. Topics will include stages of group development, group dynamic factors, the basics of facilitation, and methods for handling disruptive behaviors. You will increase your understanding of the roles, responsibilities, and ethical dilemmas of a group facilitator. A range of process interventions that contribute to group effectiveness will be presented. Dixie Johansen has been facilitating adult learning groups since 1964. She began her career as a professor of Speech Communication, has authored training manuals and is a founding member of the Organization Development Network (ODN) in the Pacific Northwest region. This training session will take place from 9:00 AM - 4:00 PM at the Phoenix Inn Suites, 12712 SE 2nd Circle in Vancouver. Lunch is provided. [Register now](#) or for more information contact: Sheryl Taylor: sheryl.taylor@esd112.org or 360.750.7500 x266. **Deadline 12/5.**

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Newsletter Contacts:

- [Editor, Kimberly Nelson](#)
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- [Tobacco Free Coalition of Skamania County](#)
- [Clark County Public Health Tobacco Prevention and Education Program](#)
- [Washington State Department of Health Tobacco Prevention and Control Program](#)
- [Subscribe to this Newsletter](#)



Send photos of your tobacco-related event to:
TobaccoTidbits@comcast.net

Calendar of Events

- 11/02 **Tobacco Education class**, Stevenson High School, 3:30 PM. Cheryl Adams, 509.427.9478 or cma@saw.net
- 11/07 **4 week Adult Tobacco Cessation series**, 6:30-8:30 PM, Legacy Salmon Creek Hospital, 360.487.3500
- 11/08 **Schools Task Force meeting**, 7:30-9 AM, ESD 112. Contact: [Dinah Brosius](#) 360.750.7500 x 144
- 11/09 **TATU Adult Facilitator training**, 9:00 AM - 2:30 PM, ESD 112. Contact [Julie Scholer](#) 253.272.8777
- 11/09 **Secondhand Smoke Task Force meeting**, 1:30-3 PM, Clark County Center for Community Health, 3rd floor. Contact: [Theresa Cross](#), 360.397.8000 x 7378
- 11/16 **Great American Smokeout** - 30th Anniversary. More info: http://www.cancer.org/docroot/PED/ped_10_4.asp
- 12/05 **Tobacco Free Coalition of Clark County**, 2:30-4 PM, Memorial campus of SWMC, Medical Office Building, Fir/Willow Room, 100 E. 33rd St, Vancouver. Contact: [James Lanz](#): 360.397.8416
- 12/12 **The Art of Facilitation, 9 AM - 4 PM** Red Lion at the Quay, Vancouver. More info: www.tobaccoprc.org
- 12/14 **Tobacco Free Coalition of Skamania** meeting, 3:00-4:30 PM, Rock Creek Center, Stevenson. Contact: [James Lanz](#): 360.397.8416

Please [let us know](#) about your tobacco related events so we can post them here.

Tobacco Prevention and Cessation Related Web Links

- [Action on Smoking and Health](#) - Everything for people concerned about smoking and nonsmokers' rights, smoking statistics, quitting smoking, smoking risks, and other smoking information: www.ash.org
- [Americans for Nonsmokers' Rights](#) - Leading national organization dedicated to nonsmokers' rights: www.no-smoke.org
- [American Legacy Foundation](#) - A national, independent public health foundation located in Washington, D.C., the foundation develops national programs that address the health effects of tobacco use: www.americanlegacy.org
- [Campaign for Tobacco Free Kids](#) - Fighting to free America's youth from tobacco and to create a healthier environment: www.tobaccofreekids.org
- [CHAMPSS](#), Children Helping And Motivating Parents to Stop Smoking - Provides kids with tips on how to talk to their parents about quitting smoking, and offers educational materials and other information they will need to support their parents through a quit attempt: www.champss.org
- [Chewfree.com](#) - A Web site designed to help people quit using chewing tobacco or snuff (smokeless tobacco): www.chewfree.com
- [O2 Magazine](#) - A publication designed by Washington teens to discuss their efforts at fighting tobacco and showcase their creative talents with feature stories original artwork and photographs: www.seethruthesmoke.com/o2magazine/index.html
- [Tobacco Fact Clipboard](#) - The American Legacy Foundation has compiled a wide range of tobacco, smoking, and health-related facts in a single, easy to use database: www.americanlegacy.org/factclipboard
- [SecondHandSmokesYou](#) - Washington State Department of Health information on the revised Clean Indoor Air Act (RCW 70.160) that went into effect 12/8/05: www.secondhandsmokesyou.com
- [SeeThruTheSmoke.com](#) - A Washington State Department of Health web site where you can find facts and information about the dangers of tobacco, interactive features, ways to get involved in the real-world, news stories, contests and much more: www.seethruthesmoke.com
- [Smoke-Free Environments Law Project](#) - includes detailed information on reasons why smoke-free apartments make sense for landlords and tenants and are in conformity with the law. Lists methods of addressing the issue and links to other Web resources: <http://www.tcsq.org/sfelp/apartment.htm>
- [SMOKEFREE Network](#) - Site aimed at winning the right to breathe smoke-free air, facilitating communication among smoke-free advocates and key decision makers and sharing information about the tobacco industry: www.SMOKEFREE.net
- [Smoke-Free Pregnancy Resource](#) - A national program supported by The Robert Wood Johnson Foundation working to discover the best ways to help pregnant women quit smoking and spread the word about effective, evidence-based treatments: www.smokefreefamilies.org
- [Tobacco Scam](#) - Know a restaurant that needs convincing to go smoke free? Have them get the facts about the benefits of going smoke-free at: www.TobaccoScam.ucsf.edu
- [Tobacco Quit Line](#) - A cessation specialist will provide free one-on-one counseling and a customized quit plan to help you kick the habit for good. Listen to a sample call at: www.QuitLine.com
- [Tobacco Prevention Resource Center](#) (TPRC) - provides training and technical assistance to Washington State Department of Health tobacco prevention and control contractors and other key stakeholders. Operated by ESD 112 in partnership with the network of nine ESDs in Washington State. www.tobaccoprc.org
- [The Tobacco Technical Assistance Consortium](#) (TTAC) is an independent, nonprofit organization dedicated to assisting organizations in building and growing highly effective tobacco control programs: www.ttac.org

Links to external resources are provided as a public service and do not imply endorsement by the Clark County Health Department.